GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3439
ANSWERED ON:26.04.2007
INCREDIBLE INDIA CAMPAIGN
Deora Shri Milind Murli;Shaheen Shri Abdul Rashid

Will the Minister of TOURISM be pleased to state:

(a) whether 'Incredible India' campaign has been launched for the promotion of tourism in the country;

(b) the total amount incurred for this campaign during the financial year 2006-07; and

(c) the achievement made therefrom during each of the last three years including current year?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a): Yes, Sir.

(b): A sum of Rs.121 crore had been incurred in 2006-07 in regard to Incredible India Campaigns both in the domestic and overseas markets.

c): There has been a remarkable growth in recent years in regard to domestic tourist visits, foreign tourist arrivals and foreign exchange earnings through tourism to the country. As per the figures available, there has been an overall increase of 26.35% in domestic tourist visits between 2003 (309038335) and 2005 (390466880). The foreign tourist arrivals have increased by about 65% from a level of 2.38 million in 2002 to 3.92 million in 2005, while foreign exchange earnings have grown up by about 96% during the same period. In the year 2006, the foreign tourist arrivals have increased to 4.43 million registering an increase of 14.2% compared to the previous year.

The Incredible India campaigns have won worldwide acclaim.